



Effective April 3, 2023, Prime Line will officially be a part of alphabroder. This means that alphabroder will provide blank and decorated apparel and hard goods to our customers along with a world class customer experience.

ESP / SAGE:

alphabroder ASI # - 34063 (Prime Line ASI will be active throughout the Month of April – 79530)

alphabroder SAGE # - 50316 (Prime Line SAGE will be active throughout the Month of April – 53170)

Integration Documents:

All integration documents will include Prime Line products. Prime Line SKUs will start with the letter **H** in alphabroder data feeds. All integration documentation can be requested through alphabroder.com or reaching out to edisupport@alphabroder.com

Open Prime Line Open Orders

Saturday, April 1st is the “cut-over day” where all data from Prime Line and open orders will sync with the alphabroder system. This is internal only for the alphabroder team, customers will be able to send purchases orders via email and the web.

All existing open orders from Prime Line will still have sales orders that start with “S”, which you can reference when inquiring about open orders along with your internal purchase order. After the 1st of April, “S” numbers will no longer be used for new hard goods orders. It will be assigned a sales order through alphabroder.

Order updates for any open order prior to April 1st will come from alphabroder.

Once these orders ships, the invoice will come from alphabroder.

Open Prime Line Open Invoices

Open invoices will also be brought over from Prime Line to alphabroder. These invoices are to be paid to alphabroder under your existing alphabroder account number.

All invoices will be communicated to your organization the same way you receive invoices today from alphabroder.

Invoices can be paid online to alphabroder.com via ACH, Credit Card or PayPal. alphabroder also accepts payment via mail to a specific lockbox based on your billing state.

- alphabroder | Lockbox Number 100635 | Pasadena, CA 91189-0635
 - AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY
- alphabroder | 23591 Network Place | Chicago, IL 60673-1235
 - AR, FL, IA, IL, IN, KY, MI, MN, MO, NC, ND, NE, OH, PR, SC, SD, WI, WV, CANADA
- alphabroder | Lockbox Number 730546 | Dallas, TX 75373-0546
 - AK, AL, CO, GA, KS, LA, MS, NM, OK, TN, TX
- alphabroder | Lockbox Number 13559 | Newark, NJ 07188-0559
 - CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT, VA, ALL INTERNATIONAL CUSTOMERS

Prime Line Order History, Artwork

You can reference a previous order number, PO to place a reorder or to reference art for a new order for any order placed since 2020 with Prime Line.

primeline.com

Once we go live on April 1st, primeline.com will be deactivated and re-directed to alphabroder.com for all U.S. and International customers.

Prime Line Pricing

For your internal purposes, pricing will only be available in two decimal places, not three (i.e. \$1.342 net will be \$1.34 net). Customer specific pricing will be honored and reflected on alphabroder.com

Prime Line Order History

For your sales associates, please let them know that their historical data will not change and is still readily available. They can reference previous PO's, we still have old art, etc. Consider this business as usual.

Compliance Documentation:

All compliance documentation will fall under alphabroder for all brands and products. It will be made available on alphabroder.com

COI and Code of Conduct

These documents are under alphabroder. If you need any new documentation, feel free to reach out.

What is alphabroder tax ID #

EIN is 38-1911112

International Shipments

alphabroder does not ship outside the US except for Puerto Rico (limited carriers offered). Alphabroder will ship to a destination within the United States including a freight forwarder for these types of shipments. For Canadian orders, apparel orders will process under alphabroder Canada and for hard good orders they will process through Prime Line which will continue to operate in Canada until Q3, 2023. Both will require a separate account number.

Validation of Conversion

The alphabroder and Prime Line teams have been working on this integration for quite some time. alphabroder has worked directly with customers performing beta testing and other forms of focus groups to help in a smooth transition. Your team will be available to answer any questions your team may have.

Updated FAQs

alphabroder.com will host updated FAQ starting April 3, 2023